



KSHB-TV

ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates **10/08/12-11/04/12**

Contract / Revision **312213 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **Montee / Democrat / Lieuten**

Product

Agency Com 15%

Billing Contact

**4050 Pennsylvania - Suite #103
Kansas City, MO 64111**

Agency **Ruth Burke & Associates Inc**

Buying Contact

**4050 Pennsylvania - Suite #103
Kansas City, MO 64111**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$19,231.25	\$22,625.00	158.10	10/01/12	10/28/12	39	\$19,231.25	\$22,625.00
November 2012	11	\$5,418.75	\$6,375.00	43.20	10/29/12	11/02/12	11	\$5,418.75	\$6,375.00
Totals	50	\$24,650.00	\$29,000.00	201.30					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/08/12	11/04/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$375.00	P-2	2.60 NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		3			\$375.00			2.60		
Week:		10/15/12	10/21/12	MTWTF--		3			\$375.00			2.60		
Week:		10/22/12	10/28/12	MTWTF--		3			\$375.00			2.60		
Week:		10/29/12	11/04/12	MTWTF--		3			\$375.00			2.60		
E 2	KSHB	10/08/12	11/04/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	2.90 NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		2			\$325.00			2.90		
Week:		10/15/12	10/21/12	MTWTF--		2			\$325.00			2.90		



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Print Date: 10/25/12

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Contract / Revision **312213** Flight Dates **10/08/12-11/04/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Montee / Democrat / Lieute** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSHB	10/08/12	11/04/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	2.90	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2			\$325.00			2.90			
	Week:	10/29/12	11/04/12	MTWTF--		2			\$325.00			2.90			
E 3	KSHB	10/22/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$600.00	P-1	4.40	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2			\$600.00			4.40			
	Week:	10/29/12	11/04/12	MTWTF--		2			\$600.00			4.40			
4	KSHB	10/08/12	10/19/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	4.40	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		2			\$400.00			4.40			
	Week:	10/15/12	10/21/12	MTWTF--		2			\$400.00			4.40			
5	KSHB	10/08/12	10/19/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$600.00	P-2	5.90	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		2			\$600.00			5.90			
	Week:	10/15/12	10/21/12	MTWTF--		2			\$600.00			5.90			
E 6	KSHB	10/22/12	11/04/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-1	5.90	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2			\$800.00			5.90			
	Week:	10/29/12	11/04/12	MTWTF--		2			\$800.00			5.90			
E 7	KSHB	10/08/12	11/04/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$900.00	P-2	4.50	NM	11	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		3			\$900.00			4.50			
	Week:	10/15/12	10/21/12	MTWTF--		3			\$900.00			4.50			
	Week:	10/22/12	10/28/12	MTWTF--		3			\$900.00			4.50			
	Week:	10/29/12	11/04/12	MTWTF--		2			\$900.00			4.50			
E 8	KSHB	10/08/12	11/04/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$800.00	P-2	5.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$800.00			5.00			
	Week:	10/15/12	10/21/12	-----S-		1			\$800.00			5.00			
	Week:	10/22/12	10/28/12	-----S-		1			\$800.00			5.00			
	Week:	10/29/12	11/04/12	-----		0			\$800.00			5.00			
Totals														50	\$29,000.00